

Station	WPGH-TV PITTSBURGH, PA	Agency	() STRATEGIC MEDIA PLACEMENT	Rep Firm	
Advertiser	() POLITICAL		7669 STAGERS LOOP	Sales Office ()	WASHINGTON
Product	KEITH ROTHFUS PACD12		DELAWARE, OH 43015	Salesperson ()	KATHRYN SARDINSKY
Estimate#	2772	Agency C/P1/P2/E	//2772		
Buyer	WHITNEY EVERSOLE	Flight Dates	09/27/2012 - 09/30/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

--- CONTRACT COMMENT ---

PA CD 12 KEITH ROTHFUS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	09/27-09/30	10P-1030P	NEWS	:30	\$900.00	TH-SU	2	1	2	\$1,800.00
2	09/30-09/30	10A-11A	NEWS	:30	\$75.00	SU	3	1	3	\$225.00
3	09/30-09/30	4P-7P	NFL	:30	\$3,000.00	SU	1	1	1	\$3,000.00
4	09/29-09/29	730P-11P	NCAA	:30	\$1,000.00	SA	1	1	1	\$1,000.00

---REPORT TOTALS---

Report Totals: 7 / \$6,025.00

---SALES MONTHLY TOTALS---

Sep 12: 7 / \$6,025.00
Sales Totals: 7 / \$6,025.00
Station Totals: 7 / \$6,025.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$60,250	CABL	0%	KDKA	35%	UNKN	0%	WPCW	0%	WPGH	10%
		WPMY	0%	WPXI	30%	WTAE	25%				

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Demos	RA35+				